

THE TOBACCO INSTITUTE, INC.

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WASHINGTON, D. C. 20006

296-8434

EARLE C. CLEMENTS  
PRESIDENT AND EXECUTIVE DIRECTOR

April 29, 1970

Paul D. Smith, Esq.  
Vice President & General Counsel  
Philip Morris Incorporated  
100 Park Avenue  
New York, New York 10017.

Dear Paul:

Supplemental to my letter of April 27 regarding what I would term Congressional clearance for the new size type to be used on the package notice of 14-point type for cartons, 10-point for packages of 20 cigarettes and 8-point for packages of 10 or less, permit me to again call your attention to the fact that the Act carries the notice as follows:

"Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous  
to Your Health."

In Horace Kornegay's and my discussions with the members and the staff, particularly on the House side, there was an insistence that the letter "t" in the word "to" which follows the word "Dangerous" and precedes the word "Your", should not be capitalized.

While I do not believe anyone would be prosecuted for using a capital "T", I again want to call your attention to the fact of the viewpoint of the staff.

Best regards.

Sincerely,

  
EARLE C. CLEMENTS

ECC:dh

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